

THE LIGHTER SIDE

FROM  MERIT

Happy New Year, Smoker!

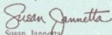
Well, okay. It's not December 31st just yet. But we at the Lighter Side from Merit believe it's never too early to plan for a big celebration.

To help you get started, we've enclosed a few very special party favors: balloons, confetti, and coupons!

The first two will help you save time decorating. The coupons will help you save on Merit, Merit Ultra Lights, and Merit Ultima. With any style Merit you choose, you'll get smoking satisfaction in a great tasting low tar cigarette and save money too. It's our way of saying thanks for being a preferred Merit customer.

Let the countdown begin! And we'll see you again on the Lighter Side in 1993.

Sincerely,


Susan Jannetta
Merit

P.S. To make future Lighter Side programs even better, we'd like to know more about you. Please take a moment to complete the attached survey to tell us what you'd like to see in upcoming Lighter Side mailings. Thanks and Happy New Year!



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